

**ArtWorks for Virginia**  
**January 26 – 28, 2010**

**Sponsored by:**  
**Virginia Commission for the Arts**  
**Virginians for the Arts Foundation**

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## **Art Works for Virginia**

Join us in Richmond on January 26-28, 2010 for the annual Art Works for Virginia conference and for Arts Advocacy Day at the State Capitol.

### **WHO SHOULD ATTEND?**

Artists, board and staff members of Virginia arts organizations, arts educators, and arts advocates.

### **CONFERENCE HOTEL**

Richmond Marriott Hotel, 500 East Broad Street, Richmond, 804-643-3400 or reservations at 1-800-228-9290

Special Conference Rate, Single or Double:

\$135 plus tax of 13%

Hotel reservations are to be made directly with the Richmond Marriott Hotel. Reservations must be guaranteed with a major credit card or accompanied by a first night's deposit. To guarantee conference rates, make your reservation by January 6 and state that you are attending the Art Works for Virginia conference.

### **DIRECTIONS TO THE RICHMOND MARRIOTT HOTEL**

#### **From points north of Richmond/I-95 Southbound:**

From I-95 South take Exit 74C (Broad Street West/State Capitol). The Richmond Marriott will be nine blocks from Exit 74C on the right hand side corner of Broad and Fifth Streets.

#### **From points east of Richmond/I-64 Westbound:**

From I-64 take Exit 190 (Fifth Street). The Exit will take you directly onto Fifth Street. Go one-third mile, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

#### **From points west of Richmond/I-64 Eastbound:**

As you enter Richmond on I-64 eastbound, it will merge with I-95 South. From I-64/I-95 take the Third Street/Airport/Williamsburg exit. Bear right as you exit onto Third Street. Go approximately one-third mile, and turn left onto Marshall Street. Go two blocks, and turn right onto Fifth Street. Go one block, and the hotel will be on the left hand side of the corner of Fifth and Broad Streets.

#### **From points south of Richmond/I-95 Northbound:**

From I-95 North take Exit 74C (Broad Street West/State Capitol). Once you are on Broad Street westbound, the Richmond Marriott will be on the right hand side corner of Broad and Fifth Streets.

## SCHEDULE OF EVENTS

Our agenda will continue to be updated on the Virginians for the Arts ([www.VaForArts.org](http://www.VaForArts.org)) and Virginia Commission for the Arts websites ([www.arts.virginia.gov](http://www.arts.virginia.gov))

### Tuesday, January 26, 2010 - Pre-Conference Sessions on Arts and Cultural Districts and Public Art

12:30 p.m.     **Registration**

1:00 p.m.     **The ABCs of Building an Arts and Cultural District**

Virginia localities across the state are exploring the creation of arts and cultural districts, both as an economic development tool and as support for local artists and arts organizations. Harrisonburg was the first Virginia community to create such a district. Hear from Brian Shull, Director of Economic Development for the City of Harrisonburg, about the steps to take in creating such a district, the opportunities made possible by such districts, and pitfalls to be avoided.

2:00 p.m.     **Update of Arts and Cultural Districts Across Virginia**

Hear what is happening around the state in communities with new arts and cultural districts or with districts still in the planning stage. If your community is planning to create an arts and cultural district, please bring information and materials to share.

3:15 p.m.     **Break**

3:30 p.m.     **Axis Alley**

When sculpture professor Sarah Doherty moved to Baltimore, she was horrified by the conditions of alleys and neighborhoods with high property vacancy rates. Working with students at the Maryland Institute of Art, the Baltimore Housing Authority, and the Old Goucher Neighborhood Association, Axis Alley has created site specific artworks in 23 vacant properties. The goal is the transformation of the neighborhood and the extension of the cultural corridor between Station North Arts District and the Baltimore Museum of Art.

5:00 p.m.     **Business meeting of the Virginia Alliance of Local Arts Agencies**

### Wednesday, January 27, 2010

8:30 a.m.     **Registration and Morning Break**

*Sponsored by Huntington T. Block Insurance Agency, Inc.*



Catch your breath after a morning of travel, enjoy coffee and sliced breakfast breads, and network with colleagues. Conference participants are invited to bring up to 50 copies of brochures, studies, other printed materials, and DVDs for the handout tables.

9:30 a.m.

**Opening Session**

*Sponsored by SunTrust Bank*



**Welcome** - Nick Covatta, Chair of the Virginia Commission for the Arts, and Peter Fields, President of Virginians for the Arts

**Keynote Speaker** - “Roll Over Beethoven,” by composer Jennifer Higdon

The past several years have seen a shudder running through the classical music world. This is an art form that has been slower than many others in remaining relevant in the current world. Participation by women in this field, however, is growing and heralds positive changes in this arena. Women are impacting the scene, both figuratively and literally, and are vital to the survival of hundreds of years of music because they continue to smash glass ceilings, or as Ms. Higdon says, create new ones. She has no problem in telling Beethoven to “move over.”

11:00 a.m.

**CONCURRENT SESSIONS**

**A. Rediscovering the Meaning and Values of Arts Participation**

Many arts groups are struggling to make ends meet and preserve artistic integrity. Noted consultant Alan Brown will illustrate how arts groups of all types and sizes can re-assess their value, communicate about it more effectively, and take steps toward more relevant programs and a broader base of support.

**B. Cultural Tourism Promotion**

Tourism is big business in Virginia. The marketing and development staff of the Virginia Tourism Corporation will provide training in how to reach vacationing families, weekend getaway couples, and the media to increase audiences. Learn how you can tie your marketing efforts to the state marketing campaigns.

C. **Measuring Your Success**

More and more funders are asking for specific documentation of how the arts benefit communities, but traditional methods of measurement do not always work for the arts. Kelly Barsdate of the National Assembly of State Arts Agencies will present ways to think about evaluation of your work and ways to present this information to funders and the public.

D. **MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts***

The statewide celebration of women in the arts begins on March 1, 2010. This session will include ideas for marketing your MINDS WIDE OPEN programs, both locally and across the state, and suggestions of possible collaborations with other organizations in your community.

E. **Virginia Art Educators Supervisors Meeting**

Public school art supervisors will meet to discuss common issues. Pat Franklin of the Newport News City Schools and Barbara Laws of the Norfolk City Schools will lead the discussion.

12:30 p.m. **Conference Luncheon and Presentation of the Arts Build Communities Awards**

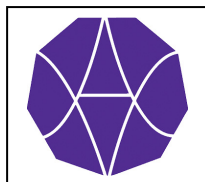
*Sponsored by Norfolk Southern Corporation, Silver Sponsor, and Cumberland Resource Group, Bronze Sponsor*



2:00 p.m. **Virginians for the Arts Annual Meeting of the Membership**

Get involved with Virginians for the Arts! View new video shorts featuring Virginia arts organizations that promote the Arts Build Communities concept, and learn about other tools VFTA is creating to advance its mission of advocating for public arts funding in Virginia. A role play between legislator and experienced advocates will help prepare you for Arts Advocacy Day.

2:00 p.m. **Short Attention Span Sessions**



Updates on funding opportunities - Representatives of the Virginia Commission for the Arts, the Mid Atlantic Arts Foundation, the National Endowment for the Arts, and other funders will provide information on funding opportunities and ways to make your applications stand out.

3:00 p.m. **CONCURRENT SESSIONS**

**F. Pricing Strategies for Income Growth**

Under constant pressure to increase revenues, many cultural organizations use antiquated or sub-optimal pricing schemes that do not capture the full potential of demand. Steven Roth, President of the Pricing Institute in Boston, has consulted with arts organizations across the country on ways to understand value and how it is different from price, discounting practices, and revenue management.

**G. Cultural Tourism Promotion**

Continuation of morning session

**H. Rural Arts Roundtable - *New This Year!***

Artists and arts organizations based in rural areas have special opportunities and challenges with less competition but fewer resources. This first-ever Rural Arts Roundtable, moderated by the leaders of the Jacksonville Center in Floyd, will allow participants to share their successes and problems with their peers. Come prepared to talk about your programs and to share success stories and materials.

**I. MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts***

Repeat of the morning session

**J. Advocacy Workshop**

New arts advocates should plan to attend this session to learn how to make their voices heard with state and local decision-makers. June Britt, past President of Virginians for the Arts, and John J. “Butch” Davies, former member of the House of Delegates, will lead this annual workshop on how to advocate for public funding of the arts.

**K. Virginia Art Educators Supervisors Meeting**

Continuation of morning session

4:30 p.m. **Annual Meeting of the Virginia Presenters Network**

5:30 p.m. **Reception for Conference Attendees, honoring members of the Virginia General Assembly**

*Sponsored by Altria*

Library of Virginia, 800 East Broad Street



Enjoy the artful sounds of young musicians from the Appomattox Regional Governors School for the Arts and Technology and entertaining legislator introductions by Renaissance actors of St. George Productions.

*All Virginia Delegates and Senators will receive written invitations to the reception. If you plan to attend, please let your legislators know. Your personal*

*invitation and the fact that you will be there are important.*

9:00 p.m.      **Come In Off That Ledge.** Join your colleagues in the hospitality suite sponsored by the Virginia Presenters Network, Richmond Marriott Hotel.

**Thursday, January 28, 2010**

7:30 a.m.      **Arts Advocacy Day Kick Off Meeting**  
Continental Buffet Breakfast  
*Sponsored by Dominion*

8:00 a.m.      **Advocacy Instructions**, including tips for visits with legislators. Handout materials will be available.

8:30 a.m.      **Arts Advocacy Day Visits with Legislators**  
Virginia General Assembly Building, 9<sup>th</sup> & Broad Streets  
*See Virginians for the Arts' special Arts Build Communities exhibit on display*

11:30 a.m.      **Legislative Session at the Capitol**  
Performers from Virginia arts organizations will escort Delegates and Senators to House and Senate Chambers in the State Capitol Building.

11:00 a.m.      **Major Arts Institutions Roundtable** - CenterStage, 600 East Grace Street  
to 3:00 p.m.      Leaders of the large budget arts organizations of Virginia, those with annual operating budgets of over \$1 million, will gather to discuss topics of interest.



# ArtWorks 2010 Registration Form

**Register for ArtWorks by December 11; Receive a 10% Discount Off the Full Fee!**

## Registration Form

Please complete a registration form for each person attending. You may photocopy this form for others to use. The form can be downloaded from the Virginians for the Arts website: [www.VaForArts.org](http://www.VaForArts.org) or from the Virginia Commission for the Arts website: [www.arts.virginia.gov](http://www.arts.virginia.gov).

### Registration for:

\_\_\_\_\_ Tuesday pre-conference sessions (no charge)

### Registration for (CHECK ONE ONLY):

- \_\_\_\_\_ \$70 per person (**\$63 for registrations received before December 11**), Wednesday and Thursday events, including lunch and reception on Wednesday and continental breakfast on Thursday.  
\_\_\_\_\_ \$55 per person, Wednesday events, including lunch and reception.  
\_\_\_\_\_ \$20 per person, Wednesday evening reception only  
\_\_\_\_\_ \$15 per person, Thursday Arts Advocacy Day events, including continental breakfast.

### Special Student Rates (must present photo student identification on registration)

- \_\_\_\_\_ \$25 per person, Wednesday events, including lunch  
\_\_\_\_\_ \$15 per person, Thursday events, including continental breakfast  
\_\_\_\_\_ \$35 per person, Wednesday conference day and Thursday Arts Advocacy Day events and breakfast

### Please print or type

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Title (if applicable)

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Organization (if applicable)

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☐ Check here if you are attending ArtWorks for the first time.

### Special Arrangements

- \_\_\_\_\_ I would like a vegetarian lunch. \_\_\_\_\_ I will need sign language interpretation.  
\_\_\_\_\_ I will need other special arrangements (please specify).  
\_\_\_\_\_

\_\_\_\_\_ **I will attend Tuesday, Pre-conference Sessions (no charge)**

**On Wednesday morning, I will attend the following concurrent session (check one only please):**

- \_\_\_\_ A. Rediscovering the Meaning and Values of Arts Participation  
\_\_\_\_ B. Cultural Tourism Promotion  
\_\_\_\_ C. Measuring Your Success  
\_\_\_\_ D. MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*  
\_\_\_\_ E. Virginia Art Educators Supervisors Meeting

**On Wednesday afternoon, I will attend the following concurrent session (check one only please):**

- \_\_\_\_ F. Pricing Strategies for Income Growth  
\_\_\_\_ G. Cultural Tourism Promotion, continuation of morning session



- \_\_\_ H. Rural Arts Roundtable  
\_\_\_ I. MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*, repeat of the morning session  
\_\_\_ J. Advocacy Workshop  
\_\_\_ K. Virginia Art Educators Supervisors Meeting, continuation of morning session

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Signature

**Mail payment and completed registration form(s) to:** Virginians for the Arts, One East Cary Street, Richmond, VA 23219, **fax** to (804) 783-0098, or **e-mail** to [VaForArts2@aol.com](mailto:VaForArts2@aol.com) if paying by credit card.

**Early registration discount on full registration received before December 11.**

***Please register no later than January 21, 2010.***